

Yahoo! JAPAN Monthly Data

Subjects	Unit	Mar. 2011	Feb. 2011	Jan. 2011	Dec. 2010	Nov. 2010	Oct. 2010	Sept. 2010	Aug. 2010	July 2010	June 2010	May 2010	Apr. 2010
Monthly Page Views (*1)													
Total Monthly Page Views	million PVs	54,631	45,787	48,275	46,756	47,434	49,938	49,671	48,256	48,531	48,722	48,627	46,780
Daily Average Total Monthly Page Views	million PVs	1,762	1,635	1,557	1,508	1,581	1,610	1,655	1,556	1,565	1,624	1,568	1,559
Mobile Phone Page Views	million PVs	10,685	8,273	8,862	8,248	8,103	8,392	8,238	8,130	7,915	7,857	7,979	7,575
Daily Average Mobile Phone Page Views	million PVs	344	295	285	266	270	270	274	262	255	261	257	252
Yahoo! JAPAN Users and IDs													
Number of Yahoo! JAPAN Unique Browsers (*2)	million browsers	238.33	211.33	217.55	222.19	237.20	234.41	226.12	214.89	225.07	224.24	215.07	213.37
Number of Active User IDs on Yahoo! JAPAN (*3)	million IDs	25.57	24.80	24.97	24.86	24.78	25.04	24.41	24.26	24.11	24.01	24.37	23.96
Number of Yahoo! Premium Member IDs (*4)	million IDs	7.68	7.70	7.69	7.68	7.66	7.64	7.63	7.62	7.60	7.60	7.60	7.59
e-Commerce Data													
Number of Yahoo! Auctions Stores (*5)	stores	17,344	17,380	17,379	17,439	17,402	17,357	17,393	17,254	17,182	17,233	17,161	17,125
Average Number of Total Listed Items on Yahoo! Auctions (*6)	million items	21.74	21.84	22.49	22.12	21.84	21.93	22.49	20.98	21.27	22.02	23.61	20.73
Number of Yahoo! Auctions Unique Browsers (*7)	million browsers	35.78	36.49	38.11	37.91	37.92	37.75	37.04	36.58	37.15	36.06	36.70	36.34
Number of Yahoo! Shopping Stores (*5)	stores	20,290	19,939	20,453	20,933	20,947	17,883	17,834	17,717	17,575	17,537	17,404	17,401
Number of Yahoo! Shopping Unique Browsers (*8)	million browsers	37.39	37.00	38.02	38.34	36.14	34.53	32.63	33.18	35.00	35.83	35.00	34.74

(*1) Number of page views of Yahoo! JAPAN Group sites counted using the CSC (Client Side Counting) method each month

(*2) Number of browsers which accessed Yahoo! JAPAN services each month

(*3) Number of Yahoo! JAPAN IDs which logged in each month

(*4) Number of Yahoo! Premium Member IDs at the end of each month

(*5) Number of stores at the end of each month

(*6) Daily average number of total listed items for each month

(*7) Number of browsers which accessed Yahoo! Auctions each month

(*8) Number of browsers which accessed Yahoo! Shopping each month

Note1: The component of the Total Monthly Page Views and Mobile Phone Page Views of Yahoo! JAPAN Group was changed as of the monthly data for April 2010. The main types of pages being included in the aggregate totals before and after the change are as follows:

Total Monthly Page Views (pages distributed by Yahoo! JAPAN Group)

	Before	After
Yahoo! Keitai top pages	x	

Mobile Phone Page Views

	Before	After
Pages for mobile phones other than smart phones		
Yahoo! Keitai top pages	x	
Pages dedicated to iPhone services		
Pages dedicated to Android device services	x	
Pages viewed through iPhone's full browser	x	
Pages dedicated to iPod touch services		x
Yahoo! Mobile pages viewed through PCs		x

Note2: Commencing with the November 2010 data, affiliated stores that list their product information on Yahoo! Shopping through online shop ASP services such as Color Me Shop and MakeShop provided by paperboy&co. Inc. and GMO MAKESHOP Co., Ltd., are included in the calculation of the number of Yahoo! Shopping stores.

Note3: Number of Yahoo! JAPAN Unique Browsers for March 2011 is an estimate. It was recalculated to adjust for a certain portion of user accesses that could not be accurately determined.

Yahoo! JAPAN Monthly Data

Subjects	Unit	Mar. 2010	Feb. 2010	Jan. 2010	Dec. 2009	Nov. 2009	Oct. 2009	Sept. 2009	Aug. 2009	July 2009	June 2009	May 2009	Apr. 2009
Monthly Page Views (*1)													
Total Monthly Page Views	million PVs	46,882	42,943	44,529	42,779	45,003	48,023	46,378	47,609	46,927	46,445	47,904	45,054
Daily Average Total Monthly Page Views	million PVs	1,512	1,533	1,436	1,379	1,500	1,549	1,545	1,535	1,513	1,548	1,545	1,501
Yahoo! Mobile Page Views	million PVs	7,169	6,406	6,828	6,381	6,530	6,697	6,402	6,759	6,221	6,043	6,229	5,640
Daily Average Yahoo! Mobile Page Views	million PVs	231	228	220	205	217	216	213	218	200	201	200	188
Yahoo! JAPAN Users and IDs													
Number of Yahoo! JAPAN Unique Browsers (*2)	million browsers	209.33	195.98	197.98	196.80	199.33	203.00	189.46	186.83	201.19	228.65	218.74	203.51
Number of Active User IDs on Yahoo! JAPAN (*3)	million IDs	24.18	23.84	24.25	24.95	25.99	25.30	24.62	24.43	24.30	24.38	24.93	24.83
Number of Yahoo! Premium Member IDs (*4)	million IDs	7.59	7.59	7.58	7.58	7.56	7.54	7.50	7.49	7.47	7.45	7.43	7.39
e-Commerce Data													
Number of Yahoo! Auctions Stores (*5)	stores	17,093	16,833	16,835	16,842	16,785	16,770	16,675	16,549	16,491	16,432	16,315	16,347
Average Number of Total Listed Items on Yahoo! Auctions (*6)	million items	22.79	20.49	22.13	22.50	22.06	19.73	20.03	18.94	19.43	19.82	17.90	19.53
Number of Yahoo! Auctions Unique Browsers (*7)	million browsers	36.94	35.38	38.10	38.87	39.93	39.05	37.34	38.60	38.70	38.98	38.55	30.70
Number of Yahoo! Shopping Stores (*5)	stores	17,352	17,277	17,283	17,299	17,290	17,378	17,250	17,142	17,054	16,974	16,849	16,908
Number of Yahoo! Shopping Unique Browsers (*8)	million browsers	35.54	32.78	33.58	33.01	31.00	31.73	30.05	29.68	30.76	31.43	31.80	25.66

(*1) Number of page views of Yahoo! JAPAN Group sites counted using the CSC (Client Side Counting) method each month

(*2) Number of browsers which accessed Yahoo! JAPAN services each month

(*3) Number of Yahoo! JAPAN IDs which logged in each month

(*4) Number of Yahoo! Premium Member IDs at the end of each month

(*5) Number of stores at the end of each month

(*6) Daily average number of total listed items for each month

(*7) Number of browsers which accessed Yahoo! Auctions each month

(*8) Number of browsers which accessed Yahoo! Shopping each month

Note1: Commencing with the May 2009 monthly data report (announced on June 10, 2009), we started to include access from mobile devices in the calculation of the Number of Yahoo! Auctions Unique Browsers and the Number of Yahoo! Shopping Unique Browsers. Access from mobile devices has been already included in the calculation of the Number of Yahoo! JAPAN Unique Browsers.

Note2: Commencing with the March 2010 data, the method of calculating the Number of Yahoo! Auctions Stores was changed to obtain a more accurate calculation.

Yahoo! JAPAN Monthly Data

Subjects	Unit	Mar. 2009	Feb. 2009	Jan. 2009	Dec. 2008	Nov. 2008	Oct. 2008	Sept. 2008	Aug. 2008	July 2008	June 2008	May 2008	Apr. 2008
Monthly Page Views (*1)													
Total Monthly Page Views	million PVs	46,187	41,229	43,365	41,111	41,967	44,945	43,433	46,109	43,595	43,988	45,325	42,569
Daily Average Total Monthly Page Views	million PVs	1,489	1,472	1,398	1,326	1,398	1,449	1,447	1,487	1,406	1,466	1,462	1,418
Yahoo! Mobile Page Views	million PVs	5,839	5,170	5,535	4,991	4,851	4,735	4,331	4,183	3,863	3,790	3,837	3,530
Daily Average Yahoo! Mobile Page Views	million PVs	188	184	178	161	161	152	144	134	124	126	123	117
Yahoo! JAPAN Users and IDs													
Number of Yahoo! JAPAN Unique Browsers (*2)	million browsers	205.26	191.27	189.32	189.74	186.41	186.46	173.14	164.86	172.71	176.11	169.07	166.94
Number of Active User IDs on Yahoo! JAPAN (*3)	million IDs	25.57	24.72	24.30	23.63	23.12	22.57	22.85	23.04	22.21	22.02	21.97	21.81
Number of Yahoo! Premium Member IDs (*4)	million IDs	7.36	7.33	7.30	7.26	7.22	7.19	7.18	7.14	7.10	7.06	7.02	6.96
e-Commerce Data													
Number of Yahoo! Auctions Stores (*5)	stores	16,268	16,140	16,178	16,185	16,045	16,326	16,082	15,550	15,458	15,356	15,237	15,134
Average Number of Total Listed Items on Yahoo! Auctions (*6)	million items	18.82	18.36	17.97	18.17	17.10	17.65	16.11	16.99	15.77	14.79	16.36	16.17
Number of Yahoo! Auctions Unique Browsers (*7)	million browsers	31.53	30.78	32.23	31.54	29.97	30.06	30.04	29.96	33.72	35.27	33.87	34.19
Number of Yahoo! Shopping Stores (*5)	stores	16,575	16,338	16,356	16,488	16,472	16,586	16,570	16,618	16,636	16,705	16,695	16,738
Number of Yahoo! Shopping Unique Browsers (*8)	million browsers	25.80	25.18	25.82	25.31	24.26	23.34	22.37	21.55	21.94	22.11	22.32	21.12

(*1) Number of page views of Yahoo! JAPAN Group sites counted using the CSC (Client Side Counting) method each month

(*2) Number of browsers which accessed Yahoo! JAPAN services each month

(*3) Number of Yahoo! JAPAN IDs which logged in each month

(*4) Number of Yahoo! Premium Member IDs at the end of each month

(*5) Number of stores at the end of each month

(*6) Daily average number of total listed items for each month

(*7) Number of browsers which accessed Yahoo! Auctions each month

(*8) Number of browsers which accessed Yahoo! Shopping each month

Note 1: For data from April 2008 onward, the Number of Yahoo! Shopping Unique Browsers indicates the total number of browsers accessed all Yahoo! Shopping services.

Because the calculation method used to determine the data disclosed in the Results for the Three months Ended June 30, 2008 (FY2008-1Q) did not include browser access of Yahoo! Shopping settlement-related web pages, a discrepancy exists with the June 2008 data.

Note 2: To disclose data that more accurately reflects actual conditions, commencing with the September 2008 monthly data report (announced on October 10, 2008),

we have eliminated the RSS distribution feeds from the calculation of the Total Monthly Page Views. Based on this new standard, the Total Monthly Page Views from September 2007 to September 2008 were as follows:

(Million PVs)	Sept. 2008	Aug. 2008	July 2008	June 2008	May 2008	Apr. 2008	Mar. 2008	Feb. 2008	Jan. 2008	Dec. 2007	Nov. 2007	Oct. 2007	Sept. 2007
Total Monthly Page Views	43,433	43,166	42,517	43,112	44,433	41,690	42,311	40,656	41,994	39,501	40,938	43,606	40,776
Daily Average Total Monthly Page Views	1,447	1,392	1,371	1,437	1,433	1,389	1,364	1,401	1,354	1,274	1,364	1,406	1,359

Yahoo! JAPAN Monthly Data

Subjects	Unit	Mar. 2008	Feb. 2008	Jan. 2008	Dec. 2007	Nov. 2007	Oct. 2007	Sept. 2007	Aug. 2007	July 2007	June 2007	May 2007	Apr. 2007	Mar. 2007	Feb. 2007	Jan. 2007	Dec. 2006
Monthly Page Views (*1)																	
Total Monthly Page Views	million PVs	43,145	41,362	42,635	40,071	41,427	44,021	41,072	40,218	41,492	39,013	40,871	35,069	37,297	34,759	38,013	36,265
Daily Average Total Monthly Page Views	million PVs	1,391	1,426	1,375	1,292	1,380	1,420	1,369	1,297	1,338	1,300	1,318	1,168	1,203	1,241	1,226	1,169
Yahoo! Mobile Page Views	million PVs	3,672	3,612	3,854	3,393	3,301	3,280	3,088	2,888	2,903	2,718	2,602	2,337	2,506	2,254	2,386	2,110
Daily Average Yahoo! Mobile Page Views	million PVs	118	124	124	109	110	105	102	93	93	90	83	77	80	80	76	68
Yahoo! JAPAN Users and IDs																	
Number of Yahoo! JAPAN Unique Browsers (*2)	million browsers	159.74	158.00	160.83	155.06	175.78	174.44	160.37	140.59	145.24	150.42	145.62	134.46	130.25	124.06	129.09	125.71
Number of Active User IDs on Yahoo! JAPAN (*3)	million IDs	21.92	21.22	22.88	21.36	20.95	20.94	20.31	19.94	19.96	19.67	19.69	19.34	19.23	18.53	18.73	18.28
Number of Yahoo! Premium Member IDs (*4)	million IDs	6.91	6.87	6.82	6.74	6.68	6.60	6.49	6.36	6.19	6.16	6.15	6.16	6.19	6.22	6.26	6.30
e-Commerce Data																	
Number of Yahoo! Auctions Stores (*5)	stores	14,928	14,702	14,487	14,342	14,155	13,938	13,718	13,563	13,356	13,120	12,787	12,571	12,345	12,017	11,711	11,526
Average Number of Total Listed Items on Yahoo! Auctions (*6)	million items	15.81	16.31	16.10	16.50	15.90	15.36	15.66	13.86	14.39	14.95	14.23	12.64	13.34	13.24	11.40	12.76
Number of Yahoo! Auctions Unique Browsers (*7)	million browsers	33.43	29.78	31.78	31.30	31.77	31.24	30.71	30.95	31.38	31.45	30.50	27.94	28.65	28.00	29.93	30.21
Number of Yahoo! Shopping Stores (*5)	stores	16,361	15,906	15,807	15,881	15,923	15,810	15,718	15,479	15,432	15,248	15,000	14,999	14,699	14,015	13,812	13,535
Number of Yahoo! Shopping Unique Browsers (*8)	million browsers	13.38	13.74	14.76	14.67	15.78	15.83	15.09	15.30	16.18	15.04	16.52	15.64	16.76	15.85	16.47	16.70
Number of Yahoo! Shopping Store Unique Browsers (*9)	million browsers	17.84	17.56	18.65	18.72	18.22	18.03	16.53	16.25	17.27	16.93	17.53	14.15	16.98	15.86	17.00	16.87

(*1) Number of page views of Yahoo! JAPAN Group sites counted using the CSC (Client Side Counting) method each month

(*2) Number of browsers which accessed Yahoo! JAPAN services each month

(*3) Number of Yahoo! JAPAN IDs which logged in each month

(*4) Number of Yahoo! Premium Member IDs at the end of each month

(*5) Number of stores at the end of each month

(*6) Daily average number of total listed items for each month

(*7) Number of browsers which accessed Yahoo! Auctions each month

(*8) Number of browsers which accessed Yahoo! Shopping (shopping.yahoo.co.jp, etc.) each month

(*9) Number of browsers which accessed Yahoo! Shopping Store (store.yahoo.co.jp) each month

Note: Commencing with the monthly disclosure report for January 2007, we have changed the method of calculation of page views to exposures on user's browsers, calculated using CSC, from distributions from web servers.

Yahoo! JAPAN Monthly Data

Subjects	Unit	Dec. 2006	Nov. 2006	Oct. 2006	Sept. 2006	Aug. 2006	July 2006	June 2006	May 2006	Apr. 2006	Mar. 2006
Monthly Page Views											
Total Monthly Page Views	million PVs	32,444	32,922	34,721	33,305	33,624	34,083	32,999	33,252	31,355	33,132
Yahoo! Mobile Page Views	million PVs	2,109	2,046	1,979	1,570	1,519	1,563	1,476	1,488	1,408	1,449
Yahoo! JAPAN Users and IDs											
Number of Yahoo! JAPAN Unique Browsers (*1)	million browsers	125.71	126.89	127.45	117.24	113.80	119.56	118.58	116.96	110.18	110.72
Number of Active User IDs on Yahoo! JAPAN (*2)	million IDs	18.28	18.18	17.93	17.05	16.81	16.73	16.24	16.20	15.87	15.80
Number of Yahoo! Premium Member IDs (*3)	million IDs	6.30	6.33	6.39	6.43	6.40	6.38	6.35	6.30	6.23	6.15
e-Commerce Data											
Number of Yahoo! Auctions Stores (*4)	stores	11,526	10,992	10,328	9,897	9,423	8,953	8,396	7,776	7,388	6,878
Average Number of Total Listed Items on Yahoo! Auctions (*5)	million items	12.76	12.52	11.73	11.16	10.92	11.14	10.61	10.10	9.64	9.42
Number of Yahoo! Auctions Unique Browsers (*6)	million browsers	30.21	29.73	30.36	29.29	28.46	28.76	28.55	27.99	25.92	24.89
Number of Yahoo! Shopping Stores (*4)	stores	13,535	13,305	13,124	12,407	11,848	11,534	11,280	11,051	10,773	9,445
Number of Yahoo! Shopping Unique Browsers (*7)	million browsers	16.70	16.46	17.07	16.70	15.97	16.09	16.26	16.33	15.31	15.61

(*1) Number of browsers which accessed Yahoo! JAPAN services each month

(*2) Number of Yahoo! JAPAN IDs which logged in each month

(*3) Number of Yahoo! Premium Member IDs at the end of each month

(*4) Number of stores at the end of each month

(*5) Daily average number of total listed items for each month

(*6) Number of browsers which accessed Yahoo! Auctions each month

(*7) Number of browsers which accessed Yahoo! Shopping each month

Yahoo! JAPAN Monthly Data

Subjects	Unit	Mar. 2006	Feb. 2006	Jan. 2006	Dec. 2005	Nov. 2005	Oct. 2005	Sept. 2005	Aug. 2005	July 2005	June 2005	May 2005	Apr. 2005	Mar. 2005
Monthly Page Views														
Monthly Page Views for Listing Business Division	Million PVs	4,747	4,512	4,593	4,025	4,293	4,552	4,134	4,231	4,129	4,050	4,117	3,753	3,914
Monthly Page Views for Auction Business Division	Million PVs	7,086	6,673	7,104	6,679	7,002	7,241	6,440	5,971	6,324	6,606	7,161	6,562	7,065
Monthly Page Views for Shopping Business Division	Million PVs	592	581	666	589	598	608	589	603	597	568	558	527	539
Monthly Page Views for Media Business Division	Million PVs	8,988	8,446	9,087	8,134	7,795	8,387	8,927	8,991	8,146	7,784	7,745	7,404	7,401
Monthly Page Views for Yahoo! BB Business Division	Million PVs	4,183	3,656	3,717	3,394	3,421	3,633	3,399	3,474	3,403	3,101	3,173	2,988	3,139
Monthly Page Views for BS Business Division	Million PVs	22	21	18	19	20	14	6.1	5.7	3.3	5.2	3.3	2.8	2.6
Non-Divisional Page Views including Top Pages (*1)	Million PVs	7,512	6,801	7,043	6,585	6,461	6,568	6,299	6,040	5,002	4,420	4,324	3,943	3,995
Total Monthly Page Views	Million PVs	33,132	30,693	32,231	29,427	29,592	31,007	29,797	29,318	27,607	26,537	27,083	25,182	26,057
Number of Stores														
Number of Yahoo! Auctions Stores (*2)	Stores	6,878	6,404	6,148	5,911	5,792	4,808	4,458	4,244	4,025	3,832	3,624	3,730	3,556
Number of Yahoo! Shopping Stores (*2)	Stores	9,445	8,618	8,242	6,110	5,765	5,434	5,099	4,783	4,501	4,265	3,928	3,612	3,298
Number of Unique Browsers														
Number of Auction Unique Browsers (*3)	Million browsers	24.89	22.68	23.36	22.21	21.89	22.42	21.48	20.64	20.62	20.74	21.04	19.00	19.22
Number of Yahoo! JAPAN Unique Browsers (*4)	Million browsers	110.72	108.44	109.93	107.28	107.39	105.06	96.37	91.12	93.64	92.83	90.63	85.77	83.78
Number of IDs														
Number of Active User IDs on Yahoo! JAPAN (*5)	Million IDs	15.80	15.27	15.41	14.85	14.76	14.82	14.36	14.15	13.89	13.60	13.57	13.10	13.10
Number of Yahoo! Premium Member IDs (*6)	Million IDs	6.15	6.05	5.97	5.88	5.79	5.69	5.58	5.49	5.42	5.33	5.25	5.15	5.08
Others														
Number of Business Express Contracts (*7)	Contracts	3,281	2,875	2,530	3,020	2,965	3,422	3,772	3,878	3,910	4,193	3,440	3,415	3,349
Average Number of Total Listed Items on Yahoo! Auctions (*8)	Million items	9.42	9.28	8.71	8.94	9.12	8.81	8.54	8.16	8.33	8.34	8.11	7.67	7.63

(*1) Page Views which are not included in Business Divisions such as Top Pages

(*2) Number of stores at the end of each month

(*3) Number of browsers which accessed Yahoo! Auctions each month

(*4) Number of browsers which accessed Yahoo! JAPAN services each month

(*5) Number of Yahoo! JAPAN IDs which logged in each month

(*6) Number of Yahoo! Premium Member IDs at the end of each month

(*7) Monthly number of Business Express contracts

(*8) Daily average number of total listed items for each month

Yahoo! JAPAN Monthly Data

Subjects	Unit	Feb. 2005	Jan. 2005	Dec. 2004	Nov. 2004	Oct. 2004	Sept. 2004	Aug. 2004	July 2004	June 2004	May 2004	Apr. 2004	Mar. 2004	Feb. 2004
Monthly Page Views														
Monthly Page Views for Listing Business Division	Million PVs	3,577	3,692	3,277	3,487	3,550	3,467	3,442	3,404	3,351	3,085	2,815	2,891	2,768
Monthly Page Views for Auction Business Division	Million PVs	6,752	7,258	6,738	6,901	6,999	6,311	5,667	5,663	5,926	6,278	5,710	6,058	5,831
Monthly Page Views for Shopping Business Division	Million PVs	497	543	469	499	519	473	481	439	407	417	413	401	371
Monthly Page Views for Media Business Division	Million PVs	6,620	6,542	6,191	6,731	7,630	7,297	7,932	6,992	7,358	6,908	6,744	6,026	5,066
Monthly Page Views for Yahoo! BB Business Division	Million PVs	2,671	2,826	2,698	2,691	2,745	2,623	2,644	2,505	2,386	2,463	2,270	2,408	2,122
Monthly Page Views for BS Business Division	Million PVs	2.4	2.5	1.9	2.2	2.1	2.6	2.3	2.1	2.5	2.4	1.8	1.8	1.3
Non-Divisional Page Views including Top Pages (*1)	Million PVs	3,503	3,525	3,281	3,331	3,458	3,247	3,127	2,995	2,981	2,870	2,683	2,736	2,493
Total Monthly Page Views	Million PVs	23,624	24,392	22,658	23,645	24,905	23,423	23,298	22,003	22,415	22,026	20,640	20,523	18,656
Number of Stores														
Number of Yahoo! Auctions Stores (*2)	Stores	3,436	3,442	3,312	3,207	3,126	3,022	2,899	2,776	2,619	2,477	2,591	2,411	2,269
Number of Yahoo! Shopping Stores (*2)	Stores	3,065	2,888	2,810	2,574	2,447	2,416	2,284	2,171	2,039	1,886	1,782	1,624	1,518
Number of Unique Browsers														
Number of Auction Unique Browsers (*3)	Million browsers	18.45	19.45	18.91	19.45	19.71	18.69	17.72	17.53	17.67	17.22	15.69	15.43	14.94
Number of Yahoo! JAPAN Unique Browsers (*4)	Million browsers	80.43	82.50	78.00	79.58	80.41	76.07	71.15	74.66	75.79	74.10	66.86	63.19	61.26
Number of IDs														
Number of Active User IDs on Yahoo! JAPAN (*5)	Million IDs	12.64	12.70	12.31	12.28	12.16	11.76	11.49	11.24	11.12	11.13	10.76	10.69	10.42
Number of Yahoo! Premium Member IDs (*6)	Million IDs	5.00	4.92	4.82	4.71	4.59	4.47	4.36	4.27	4.18	4.05	3.94	3.86	3.78
Others														
Number of Business Express Contracts (*7)	Contracts	2,847	2,581	2,850	2,915	2,733	2,417	2,361	2,577	2,350	1,859	1,916	1,912	1,497
Average Number of Total Listed Items on Yahoo! Auctions (*8)	Million items	7.50	6.88	7.07	7.49	6.80	6.65	6.53	6.42	6.60	6.33	6.03	6.07	5.91

(*1) Page Views which are not included in Business Divisions such as Top Pages

(*2) Number of stores at the end of each month

(*3) Number of browsers which accessed Yahoo! Auctions each month

(*4) Number of browsers which accessed Yahoo! JAPAN services each month

(*5) Number of Yahoo! JAPAN IDs which logged in each month

(*6) Number of Yahoo! Premium Member IDs at the end of each month

(*7) Monthly number of Business Express contracts

(*8) Daily average number of total listed items for each month

Yahoo! JAPAN Monthly Data

Subjects	Unit	Jan. 2004	Dec. 2003	Nov. 2003	Oct. 2003	Sept. 2003	Aug. 2003	July 2003	June 2003	May 2003	Apr. 2003	Mar. 2003	Feb. 2003	Jan. 2003
Monthly Page Views														
Monthly Page Views for Listing Business Division	Million PVs	2,776	2,447	2,564	2,657	2,428	2,424	2,494	2,270	2,269	2,022	2,320	2,207	2,216
Monthly Page Views for Auction Business Division	Million PVs	5,741	5,334	5,609	5,466	4,742	4,327	4,466	4,235	4,224	3,851	3,895	3,600	3,594
Monthly Page Views for Shopping Business Division	Million PVs	381	348	353	330	307	300	327	298	277	262	191	178	186
Monthly Page Views for Media Business Division	Million PVs	5,112	4,736	4,877	5,280	5,053	4,778	4,910	4,514	4,140	3,681	3,426	2,966	2,937
Monthly Page Views for Yahoo! BB Business Division	Million PVs	2,140	2,016	1,966	1,915	1,821	1,849	1,828	1,609	1,529	1,428	1,492	1,277	1,304
Monthly Page Views for BS Business Division	Million PVs	0.9	1.2	1.5	2.2	1.4	1.8	0.8	1.4	0.8	0.7	0.5	0.5	0.7
Non-Divisional Page Views including Top Pages (*1)	Million PVs	2,471	2,316	2,285	2,332	2,165	2,164	2,160	2,002	1,948	1,766	1,283	1,166	1,168
Total Monthly Page Views	Million PVs	18,625	17,199	17,658	17,985	16,520	15,847	16,189	14,932	14,391	13,013	12,609	11,396	11,409
Number of Stores														
Number of Yahoo! Auctions Stores (*2)	Stores	2,180	2,022	1,893	1,716	1,593	1,547	1,550	1,457	1,330	1,235	1,174	1,010	400
Number of Yahoo! Shopping Stores (*2)	Stores	1,394	1,202	976	723	565	443	241	240	234	231	227	222	223
Number of Unique Browsers														
Number of Auction Unique Browsers (*3)	Million browsers	15.10	14.21	14.26	14.30	13.10	12.71	12.47	12.23	11.93	10.80	10.34	10.08	10.48
Number of Yahoo! JAPAN Unique Browsers (*4)	Million browsers	61.73	59.38	59.71	61.41	57.18	53.90	56.91	55.58	54.41	50.23	47.54	46.34	47.68
Number of IDs														
Number of Active User IDs on Yahoo! JAPAN (*5)	Million IDs	10.21	9.85	9.66	10.08	9.38	9.07	9.02	8.50	8.37	8.03	7.70	7.36	7.28
Number of Yahoo! Premium Member IDs (*6)	Million IDs	3.68	3.57	3.47	3.35	3.23	3.12	3.02	2.91	2.81	2.69	2.60	2.52	2.42
Others														
Number of Business Express Contracts (*7)	Contracts	1,472	1,406	1,210	1,381	1,255	969	1,226	1,103	968	920	903	835	737
Average Number of Total Listed Items on Yahoo! Auctions (*8)	Million items	5.15	5.25	5.36	5.00	4.39	3.99	4.12	4.08	3.79	3.56	3.44	3.37	3.18

(*1) Page Views which are not included in Business Divisions such as Top Pages

(*2) Number of stores at the end of each month

(*3) Number of browsers which accessed Yahoo! Auctions each month

(*4) Number of browsers which accessed Yahoo! JAPAN services each month

(*5) Number of Yahoo! JAPAN IDs which logged in each month

(*6) Number of Yahoo! Premium Member IDs at the end of each month

(*7) Monthly number of Business Express contracts

(*8) Daily average number of total listed items for each month

Yahoo! JAPAN Monthly Data

Subjects	Unit	Dec. 2002	Nov. 2002	Oct. 2002	Sept. 2002	Aug. 2002	July 2002	June 2002
Monthly Page Views								
Monthly Page Views for Listing Business Division	Million PVs	1,933	1,982	2,069	1,911	1,801	1,858	1,648
Monthly Page Views for Auction Business Division	Million PVs	3,283	3,263	3,118	2,721	2,342	2,418	2,248
Monthly Page Views for Shopping Business Division	Million PVs	178	179	166	150	154	150	127
Monthly Page Views for Media Business Division	Million PVs	2,667	2,825	3,062	2,889	2,784	2,951	3,417
Monthly Page Views for Yahoo! BB Business Division	Million PVs	1,210	1,137	1,140	1,052	1,002	984	870
Monthly Page Views for BS Business Division	Million PVs	0.4	0.8	0.5	0.6	0.6	0.4	0.3
Non-Divisional Page Views including Top Pages (*1)	Million PVs	1,085	1,077	1,117	1,019	975	1,021	953
Total Monthly Page Views	Million PVs	10,359	10,467	10,675	9,746	9,061	9,386	9,266
Number of Stores								
Number of Yahoo! Auctions Stores (*2)	Stores	384	360	318	267	232	200	164
Number of Yahoo! Shopping Stores (*2)	Stores	221	216	205	200	196	193	190
Number of Unique Browsers								
Number of Auction Unique Browsers (*3)	Million browsers	9.77	9.74	10.00	9.45	8.78	9.50	8.30
Number of Yahoo! JAPAN Unique Browsers (*4)	Million browsers	45.23	45.63	46.23	42.45	39.72	42.60	42.10
Number of IDs								
Number of Active User IDs on Yahoo! JAPAN (*5)	Million IDs	6.92	6.71	6.57	6.35	6.23	6.06	5.98
Number of Yahoo! Premium Member IDs (*6)	Million IDs	2.34	2.24	2.14	2.04	1.95	1.88	1.78
Others								
Number of Business Express Contracts (*7)	Contracts	682	774	730	614	515	623	480
Average Number of Total Listed Items on Yahoo! Auctions (*8)	Million items	3.14	3.20	3.10	2.72	2.50	2.40	2.18

(*1) Page Views which are not included in Business Divisions such as Top Pages

(*2) Number of stores at the end of each month

(*3) Number of browsers which accessed Yahoo! Auctions each month

(*4) Number of browsers which accessed Yahoo! JAPAN services each month

(*5) Number of Yahoo! JAPAN IDs which logged in each month

(*6) Number of Yahoo! Premium Member IDs at the end of each month

(*7) Monthly number of Business Express contracts

(*8) Daily average number of total listed items for each month

Yahoo! JAPAN Monthly Data

Subjects	Unit	June 2002	May 2002	Apr. 2002	Mar. 2002
Number of Registered Users					
Number of Active User IDs on Yahoo! JAPAN (**1)	Million IDs	5.98	5.91	5.61	5.49
Total Number of Paying Users for Personal Identification (**2)	Million IDs	1.78	1.76	1.71	1.65
Advertising Business					
Number of Unique Browsers (**3)	Million browsers	42.1	41.1	36.8	34.8
Monthly Page Views (**4)	Million PVs	9,000	8,600	7,800	7,684
Auction Business					
Number of Auction Unique Browsers (**5)	Million browsers	8.3	8.8	7.6	7.3
Average Number of Total Listed Items (**6)	Million items	2.18	2.10	3.31	4.28
Number of Merchants (**7)	Stores	164	119	107	95
Shopping Business					
Number of Merchants (**7)	Stores	190	185	185	182
Others					
Number of Business Express Contracts (**8)	Contracts	480	477	526	441

(**1) Number of Yahoo! JAPAN IDs which logged in each month

(**2) Total number of paying users for Yahoo! Auctions and Yahoo! Personals

(**3) Number of browsers which accessed Yahoo! JAPAN services each month

(**4) Total monthly page views (Non-Consolidated basis)

(**5) Number of browsers which accessed Yahoo! Auctions each month

(**6) Daily average number of total listed items for each month

(**7) Number of merchants at the end of each month

(**8) Monthly number of Business Express contracts